

EC'd Yes Last Received: 08/28/2012 11:41 AM Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA. Agency () AMERICAN MEDIA & ADVOCACY GROUP Rep Firm () PHILADELPHIA
Advertiser () RIGELL/NRCC 815 SLATERS LANE Sales Office ()
Product SCOTT RIGELL/RNCC ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 3007 Agency C/P1/P2/E 167/269/3007 Salesperson Phone# 215-567-6005
Buyer Ben Angle Flight Dates 08/28/2012 - 09/03/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*8	TH	730P-8P	INSIDER<	:30	\$450.00	08/30-08/30	0	0	0	\$0.00	

Rating: 3.7

Buyline Comment: CXL DUE N/A
Sales Remark: V5 CXL DUE N/A
V5 More than 2 codes changed

	*9	TU	1135P-1235A	TONITE SHW-NBC<	:30	\$350.00	08/28-08/28	0	0	0	\$0.00	
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Rating: 1.7

V3 Comment Changed, Spots/week Changed

	*10	TH	5A-6A	WAVY NEWS-5A	:30	\$500.00	08/30-08/30	1	1	1	\$500.00	
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Rating: 5.1

V3 Added

	*11	F	12P-1P	WAVY NEWS10-NN<	:30	\$250.00	08/31-08/31	1	1	1	\$250.00	
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Rating: 1.4

V3 Added

	*12	F	530P-6P	WAVY10NWS-5.30<	:30	\$90.00	08/31-08/31	0	0	0	\$0.00	
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Rating: 4.7

Buyline Comment: CXL DUE N/A
Sales Remark: V5 CXL DUE N/A
V3 Added
V5 More than 2 codes changed

	*13	M	730P-8P	INSIDER<	:30	\$450.00	09/03-09/03	0	0	0	\$0.00	
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Rating: 3.7

Buyline Comment: CXL DUE N/A
Sales Remark: V5 CXL DUE N/A
V3 Added
V5 More than 2 codes changed

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Fax#		

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*14	W	1135P-1235A	TONITE SHW-NBC<	:30	\$500.00	08/29-08/29	1	1	1	\$500.00	

Rating: 1.7

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V5 REVISE RATE TO CLEAR
V3 Added
V5 More than 2 codes changed

*15	SA	1130P-1A	SATURDAY NIGHT LIVE	:30	\$480.00	09/01-09/01	1	1	1	\$480.00
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Buyline Comment: MKGD FROM N/A'S
Sales Remark: V5 MKGD FROM N/A'S
V5 Added

---REPORT TOTALS---

Report Totals: 5 / \$2,630.00

---SALES MONTHLY TOTALS---

Sep 12: 6 / \$3,130.00
Sales Totals: 6 / \$3,130.00
Station Totals: 6 / \$3,130.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$18,411	CATV 0%	WAVY 37%	WGNT 0%	WPXV 0%	WTKR 42%
		WTVZ 9%	WVBT 6%	WVEC 6%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

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-- CREDIT RISK --
CASH IN ADVANCE